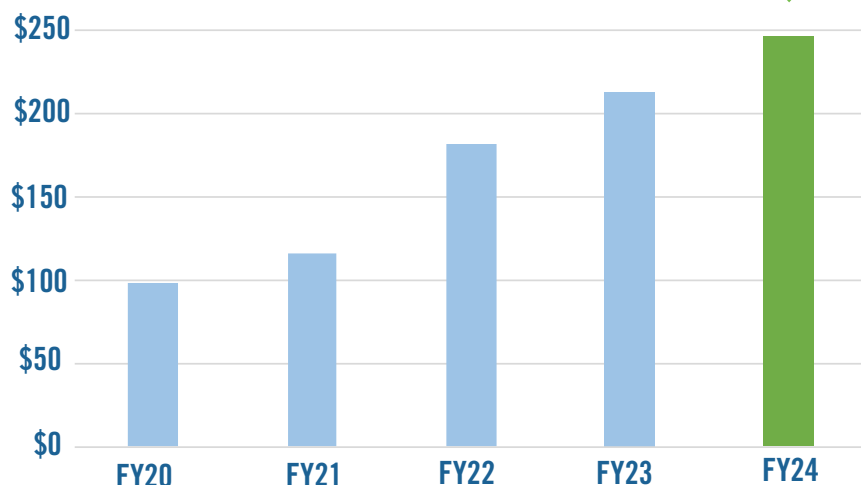


# RETURN ON INVESTMENT

Travel Texas advertising generates travel to and within the state. Out-of-state travel to Texas influenced by Travel Texas creates local jobs and generates tax revenues.

Tax revenue generated by out-of-state travel to Texas influenced by Travel Texas advertising



## IMPACT

Out-of-state advertising generated \$246 million in state tax revenue in FY24, an increase of 16% over FY23 with the continued Get Your Own Trip to Texas campaign.

- ★ **\$4.0 Billion** in influenced out-of-state spending in Texas
- ★ **1.8 Million** in influenced out-of-state trips to Texas
- ★ **5.3 Million** Influenced hotel roomnights

### About Travel Texas

The Travel Texas program is funded through a portion of the state hotel occupancy tax and generates a proven return on investment. Tourism advertising ensures that Texas remains top of mind as a premier travel destination in a competitive marketplace. The estimated ROI for the program from influenced out-of-state travel over the last five fiscal years (FY20-FY24) is more than **\$5 in tax revenue generated for every \$1 invested** in the domestic advertising budget.

